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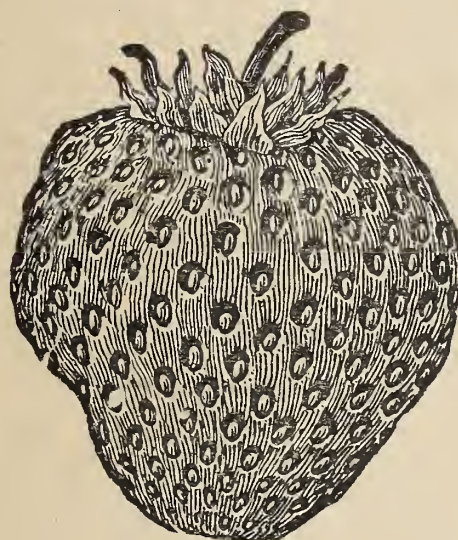
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STRAWBERRY —PLANTS—

For The
SPRING OF 1924

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“Pearsons’ Strawberry Plants
From Baraboo”

Established 1894

C. L. PEARSON & SON
BARABOO : WISCONSIN

GREETINGS

In 1894 the Pearsons started to market strawberry plants, and since that time the business has grown progressively and sanely until we are especially proud of the large number of customers who regularly have us fill their needs in the strawberry line. Not only do we hope to have the pleasure of hearing from all of those friends this year, but we intend to have and are prepared to take care of the inquiries of a great number of new customers.

In anticipation of serving more people than ever this year we have grown a splendid lot of plants which we are proud to offer this spring. We expect to begin shipping about April 15th, and advise setting plants as soon as possible after this date. We would appreciate having your order early and will send the plants whenever you wish.

Our business is still not so complicated but that we can give every order our personal attention, both in the office and in the packing department. This accounts for the many compliments we receive concerning our shipments and all orders, large and small, are entitled to this service.

The Grand Old Strawberry continues to grow in the favor of us all with every passing year. Fresh from the vine in Junetime and Autumn there is, in our estimation, nothing more delicious. Its value for table use, fresh and perserved, cannot be over-estimated and it goes without saying that every home should have a generous patch. More and more, however, people are seeing this fruit as a great money-maker. From our own experience and from testimonies of our customers, we know the returns our plants will give. In many cases a few dollars invested in "Pearsons' Strawberry Plants from Baraboo," have greatly swelled the family income and made possible a savings account.

We hope to hear from everyone of you in this spring of 1924.

FRESH, LIVE PLANTS

Nothing but vigorous, healthy plants of one season's growth are offered by us. The age of plants is an important factor to be considered for two-year-old plants will not make runners. We do not keep plants in storage; they are dug in the spring as they are to be shipped. As the digging progresses the undersirables are discarded, the remainder being taken to our packing house. Here the old leaves and runners are trimmed away by experts, leaving the plants in the best shape for setting. They are put up in twenty-five to the bunch, then labeled and packed in damp moss. They are carefully packed so that the roots are protected from drouth and heat—our new packing method being a great stride forward. It is our untiring endeavor to furnish plants which will advertise our methods of growing, packing and shipping.

GUARANTEE

We guarantee all plants shipped by us to be first-class in every respect --freshly dug and carefully packed. It is our aim to ship true-to-name plants—full of vitality—and pack them so that they will reach their destination in good condition. We also guarantee that all plants shipped by us are dug from new beds—not from between fruiting rows.

Terms and Remittances

We prefer to have cash with order thus minimizing confusion on our records. However, we will book orders for plants to be paid for any time before plants are shipped. Any complaints regarding errors must reach us within ten days of receipt of order.

THESE STRAWBERRY PLANTS WILL GROW June Varieties

SENATOR DUNLAP

(Per.)—The Sen. Dunlap is the safest and most dependable variety for either home or market of any of the June bearing kinds. Though every year new varieties are introduced the Dunlap reign supreme. The plants are vigorous and long-rooted, withstanding drouth better than any other variety we have ever known. It is the best plant maker we propagate—often the plants have to be restricted to secure the best result. The fruit is medium large and dark red in color with seldom a misshapen berry in the patch. The flavor is preferred by many to that of any other berry and with canners it is a chosen favorite. The Dunlap is an excellent keeper, bringing top-notch prices on the market. It is medium early of long season. Again as in the past we impartially recommend the Dunlap as the preeminent June variety.

WARFIELD

(Imp.)—This is one of the old iron clad varieties, the team mate of the Dunlap and is somewhat similar to it in fruit and plant growth. It is a good runner and although the plants are small the yield is surprisingly heavy. The berries are medium in size, very firm and of dark color, these qualities making the most satisfactory for shipping and unexcelled as a canning berry.

A variety marked (Per.) must be planted near the Warfield. We recommend the Dunlap as it has a (Per.) blossom, crates well with Warfield and ripens about the same time. We recommend Dunlap and Warfield.

DR. BURRILL

(Per.) We have fruited the Dr. Burrill for several seasons and have found it to be a splendid variety. The medium sized plants make a wide row and bear large, deliciously flavored berries which are excellent for the table and market. The Dr. Burrill very greatly resembles its parent, the Dunlap, and we can recommend it as an established and profitable variety.

GIBSON

(Per.) A variety greatly favored by many growers. The fruit is rich red in color with large size and fine flavor. The plants are large, vigorous and bear quite early in the season.

HOWARD NO. 17

(Per.) An early, new variety highly praised by local fruit growers. The large plants make a good fruiting row and produce fine berries.

BRANDYWINE

(Per.) This is the well-known late variety which we have sold for many years and which continues to please because of its good size, dark color and productiveness.

June Varieties

COLLINS

(Per.) A new, mid-season variety having some strong backing and with us making a good fruiting row of medium-sized healthy plants. The fruit is firm and rich red in color.

EATON

(Per.) Another new, medium-early variety having much to recommend it. We find that it makes a good row of large plants. Fruit is firm, attractive and has a good flavor.

EVERBEARING VARIETIES

PROGRESSIVE

(Per.) As the Progressive Everbearing have become so firmly established in the realm of the home as well as of the market, it is not necessary to discuss their history here. There are so many kinds of Everbearing strawberry plants that many people hold a misconception of the real everbearer, the Progressive. We have tested numerous varieties which have proved inferior to this great berry as plant makers and yielders. The plants are large, thrifty and form a good row. The best crop is borne the first fall; it is not necessary to wait until a year after planting to reap the harvest. The next spring after planting the Progressive is the earliest berry grown in this section and bears till late fall. The fruit is similar to the Dunlap, medium in size, firm, of good color and quality and a good seller everywhere. Requiring less sugar because of their natural sweetness, they are already a favorite canning berry.

The Progressive plant continually sends out blossom stems so that if the first buds are blighted in the spring there are more to take their places. Because of heavy yields, the Progressive requires fertile soil. The blossoms should be kept pinched from these plants after they are set until about the middle of July, after which they should be left to bear fruit. With everbearers a proven success and with the low prices here quoted it is uncalled for that anyone be without the pleasure and profit of berries in the fall. We can conscientiously recommend the Progressive as a staple variety for home and market.

CHAMPION

(Per.) A new everbearer worthy of a trial in every garden. Will furnish your table with fine quality berries summer and fall of the same year as set out. The plants are prolific and produce large yields of delicious fruit.

* * *

Varieties marked (Per.) need no other variety set near them in order that they will bear fruit, while varieties marked (Imp.) do. The only variety which we listed that requires a variety marked (Per.) set near it is the Warfield. Bear in mind that all our other varieties will bear just as well set alone. There will be no confusion if these instructions are followed.

* * *

When you receive your plants set them out immediately, if possible; if not, open the box or package and keep in a cool place, moistening the roots slightly if necessary. Put them in the soil as soon as you possibly can.

C. L. PEARSON & SON

ORDER SHEET

BARABOO

WISCONSIN

| | |
|--|---|
| Name _____ | Amount Enclosed _____ |
| P. O. _____ R.F.D. _____ | \$ _____ |
| Co. _____ State _____ | |
| Express Station _____ | Please state below whether in cash, stamps, money order check or draft. |
| Ship by _____ (how to ship) | _____ |
| Ship on or about _____ (when to ship) | Date _____ 192_____ |

If we are sold out of anything ordered, may we substitute? If so, what?_____

[illegible]

Kindly write below the names of a few of your friends who might be interested in strawberries.

Name

Address

Cut On This Line

Chetek, Wis., March 20, 1923

C. L. Pearson & Son.

Dear Sirs:

Please be sure and book inclosed order for me and use your own judgment when to ship. I got two varieties from you two years ago and was well pleased with them.

Yours truly,

F. A. Atwood.

Stratford, Wis., May 21, 1923.

C. L. Pearson & Son.

Dear Sirs:

I have to thank you for the fine bunch of Progressive Everbearing that arrived last Friday. It pays to deal with a good firm. I will talk "Pearson" to my neighbors. THANK YOU.

Yours truly,

MRS. J. H. BRUCE.

Boyceville, Wis., April 23, 1923

C. L. Pearson & Son.

Dear Sirs:

Enclosed find check for \$16.00 for which please send me Warfield and Dunlap strawberry plants, you will know proportions of each. As I have always received the finest plants from you, I recommend them and so 200 of these will go to a neighbor.

Respectfully,

O. T. THOMPSON.

Springbrook, Wis., May 3, 1923.

C. L. Pearson & Son.

Dear Sirs:

Please find inclosed \$1.50 for 100 Progressive Everbearing strawberry plants. The last plants I had from you are fine.

Yours truly,

MARY OEHLKE

Valmora, N. Mex., May 1, 1923.

C. L. Pearson & Son.

Baraboo, Wis.

Dear Sirs:

The strawberry plants arrived in excellent condition. They are the finest I ever saw.

Yours very truly,

DR. W. T. BROWN

POSTAGE PREPAID

We pay postage on all orders for plants except those ordered at thousand rates unless otherwise directed. In this way the plants are delivered to your home free of charge to you. Plants at thousand rate are to go by Express, charges not prepaid. If you wish plants at thousand rates to go by Parcel Post, add \$.50 per thousand to your remittance.

We recommend parcel post for shipments under 1000 plants. Judging from our experience we think it advisable to have larger shipments sent by express.

STRAWBERRY CULTURE CONDENSED

Any good, well fertilized soil is suitable for strawberry plants; but low, marshy land must be avoided. The very best fertilizer for strawberry ground is well rotted stable manure applied the year before plants are set, altho excellent results have been attained with commercial fertilizers. The plot chosen for strawberries should be plowed deep and worked over until the ground is fine and loose. Then plank well just before setting, as the soil must be very firm. Marking may be done with a home-made marker that marks three rows at a time or anything making straight even rows. Plants in the small garden should be planted about 15 inches apart in the rows, with about $2\frac{1}{2}$ feet between rows, while in the field $1\frac{1}{2}$ in the rows by $3\frac{1}{2}$ feet between rows is recommended although there is no fixed rule. If the latter plan is used about 7,500 plants are required to plant an acre. **Pay particular attention to the setting** as this is usually the source of any failures. With a common spade, make a V-shaped hole in the soil by first inserting spade and then pulling it upward and toward you. Moisten the roots and clip off the extreme ends so that the length of the roots will suit the depth of the hole. Place plant in the hole up to its crown and after spreading the roots, fill the holes and press soil very firmly about the roots, leaving none exposed to the air. Shallow cultivation and hoeing is the Golden Rule of Strawberry culture. Blossoms must be kept picked off the common varieties the first year and off the Everbearers until the middle of July of the same year they are set out. When the ground freezes in the Fall, the plant bed should be covered with oat straw, wild hay or other suitable covering. When danger of frost is passed in the Spring, remove part of the covering, leaving some between the rows to serve as a mulch and as a guard against dirty berries. Then just pick strawberries.

Inspection Certificate

STATE OF WISCONSIN,
State Dept. of Agriculture.

Nursery Certificate No. 27 (Resident).

This certifies that the Nursery Premises of C. L. Pearson & Son, Baraboo, Wisconsin, have been officially inspected and passed in accordance with Sec. 96.33 to 96.48 of the Statutes, and permission is hereby granted to the owners of the herein named nursery to sell and ship nursery stock, which has been inspected, for the year ending October 1, 1924, provided that a tag on which a copy of this certificate has been printed, is attached to each package, bundle, bale, box or carload lot so shipped.

This certificate is void after Oct. 1, 1924, but may be previously revoked for cause.

October 1, 1923.

S. B. FRACKER,
John D. Jones, Jr., Comm. State Entomologist and Chief Inspector.

C. L. Pearson & Son

PRICES

| | 25 | 50 | 100 | 250 | 500 | 1000 |
|-------------------------------|--------|--------|--------|--------|--------|---------|
| Progressive Everbearing ----- | \$.50 | \$.85 | \$1.50 | \$3.50 | \$6.50 | \$12.00 |
| Champion Everbearing ----- | .75 | 1.25 | 2.25 | 5.00 | | |
| Dunlap ----- | .35 | .50 | .75 | 1.75 | 3.00 | 5.00 |
| Warfield ----- | .35 | .50 | .75 | 1.75 | 3.00 | 5.00 |
| Dr. Burrill ----- | .40 | .60 | 1.00 | 2.25 | 4.00 | 6.50 |
| Gibson ----- | .40 | .60 | 1.00 | 2.25 | 4.00 | 7.00 |
| Howard No. 17 ----- | .40 | .60 | 1.00 | 2.25 | 4.00 | |
| Brandywine ----- | .40 | .60 | 1.00 | 2.25 | 4.00 | |
| Collins ----- | .45 | .70 | 1.25 | 2.75 | 4.75 | |
| Eaton ----- | .45 | .70 | 1.25 | 2.75 | 4.75 | |

SPECIAL OFFERS

Special Offer No. 1—100 Progressive Everbearers, 100 Dunlap and Warfield, \$2.00, postpaid.

Special Offer No. 2—50 Progressive Everbearers, 100 Dunlap and Warfield, \$1.50, postpaid.

Special Offer No. 3—4 best June varieties, labeled, 25 plants each, \$1.00, postpaid. 225 plants, \$2.00, postpaid.

Special Offer No. 4—100 Dr. Burrill, 150 Dunlap and Warfield, 50 Gibson, \$2.50, postpaid.

* * *

All plants will be shipped by parcel post, postage prepaid, except those at thousand rates. Plants at thousand rates will be shipped by express, charges not prepaid.

* * *

SALIENT POINTS

Compare Prices, Service and Quality

The plants we sell are all grown with the idea that they are to be sold for plants and not raised for fruit. Read our guarantee.

* * *

The hill system is strongly recommended by some growers, especially when raising everbearers. This method consists of clipping all the runners thus letting the vitality remain in the mother plant. We should be glad to hear of your experiences.

* * *

Each variety is labeled plainly. Old leaves and dirt removed.

* * *

We anticipate another heavy demand for our Progressive. Order early.

* * *

And we pay the postage.

Baraboo, Wis.